SPONSORSHIP
OPPORTUNITY FOR
COACH
NEW YORK
ELEVATE YOUR FASHION BRAND WITH
CAPTIVATE
The #1 Location-based Video Media Network
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VIEWERS ARE SHOPPING DURING THE WORKDAY

Captivate Viewers

	Index
Spent $3,000+ on clothing in the past 12 months	236
Super influential fashion consumers	181
Purchased clothing/accessories online	124

Source: 2014 GfK MRI Doublebase. Universe: Adults 18+.

CAPTIVATE

STRATEGIC CONTENT ALIGNMENT

WE'VE GOT THEIR
ATTENTION...

RELEVANT & ENGAGING CONTENT

CAPTIVATE hand-picks content from our media partners and our editorial staff expertly curates the most relevant and engaging information for our Captivated viewers.

YOU WILL GET THEIR
BUSINESS!

YOUR **BRAND SPONSORSHIP**

You provide sponsorship of this trusted and preferred form of media. Your brand reaches the right audience AND lifts "top-of-mind" awareness.

CAPTIVATE

SUMMER FASHION FEATURE SPONSORSHIP

FASHION CAMPAIGN TOPICS:

- Summer Style
- Street Style
- Romantic Nights
- Beat the Heat
- Every Summer Must Have
- The Summer Don’ts

CAPTIVATE

CUSTOM DESIGNED LAYOUT OPTIONS

"PHOTO" STYLE TEMPLATE

FULL-SCREEN

HALF-SCREEN

CAPTIVATE

CUSTOM DESIGNED LAYOUT OPTIONS

"VIDEO" STYLE TEMPLATE

FULL-SCREEN

HALF-SCREEN

CAPTIVATE

CUSTOM DESIGNED LAYOUT OPTIONS

"CLEAN" STYLE TEMPLATE

FULL-SCREEN

HALF-SCREEN

CAPTIVATE

MEDIA PROPOSAL

YOUR **INVESTMENT**

Media Services Agreement
Flight: 8 Weeks

Elevator/Lobby: Both
Day of Week: M-F
Frequency: 10x/hr / 20x/hr (approx.)
Daypart: 7am-7pm
Impressions: 112,000,000

Total Media Cost: $258,720

*A standard media campaign schedule is strongly recommended to run in conjunction with Summer Fashion
*4-week flight option available
*Market specific activation available